

MINUTES OF THE MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON JUNE 15, 2016 IN COUNCIL CHAMBERS.

Chairman Girardi called the meeting to order 9:04 at a.m.

ROLL CALL:	Present	Absent	Present	Absent
Chairman Rica Girardi	X		Jeanne Begovac	X
Vice Chair -Vacant			Gil Armijo	X
Lynn Krigbaum	X		Kathy Dahnk	X
Brian Bressel	X		Steve Berman	X
Vice Mayor Place	X			
Councilmember Wessel	X			

STAFF PRESENT: Jill Akins, Assistant to the Town Clerk and Matthew Williams, Community Services Manager.

OTHERS PRESENT: Sam John, Larry John Wright and Associates and Crystal O'Donnell, Pinetop-Lakeside Chamber of Commerce.

ITEM NO. 2, CALL TO THE PUBLIC:

Committeemember Krigbaum said the White Mountain Chorale would hold their annual concert at Pico's Nursery on June 25, 2016 at 6:00 p.m. She said this would be the last time the concert would be held at Pico's Nursery.

She said the concert is held outside, and she said a sack lunch would be handed out at intermission.

ITEM NO. 3, CONSENT AGENDA MINUTES OF THE REGULAR MEETING HELD MAY 18, 2016:

COMMITTEEMEMBER KRIGBAUM MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD MAY 18, 2016. COMMITTEEMEMBER BEGOVAC SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 4, REPORT FROM THE FINANCE DIRECTOR ON THE ADVERTISING AND PROMOTION COMMITTEE BUDGET FOR FY 2015-2016:

Matthew Williams said the Town's Finance Department is currently in transition, and he said he would do his best to give the Committee a finance update. He said as of May 31, 2016 the Committee had spent \$132,714.00 out of a budget of \$152,500.00. He said there is a remaining balance of \$19,785.88 as of May 31, 2016. He said there is still one more month to go out of that budget year. He said a few things in expenditures are over budget and a few are under budget. He said Communication/Public Relations is \$16,000.00 over budget and said he is looking into this discrepancy. He said it is probably a mis-coding issue. He said restaurant and bar tax is up 3.78% over last year, and he said retail tax and hotel tax is also up compared to last year. Discussion ensued regarding current business in town for May and June 2016.

ITEM NO. 5, DISCUSSION/INFORMATION/LEGAL ACTION BY SAM JOHN WITH LARRY JOHN WRIGHT ADVERTISING:

Sam John gave an update on website visitors, organic search, OOIA targeted impressions, OOIA website clicks, Facebook month end likes and Instagram followers. He said Sunrise Zip Line passes would be given away

during the Facebook contest. He said the Facebook contest is to “like”, “comment” and “share” the post. He said Instagram would be included in the contest. He said a drawing would be held each week for a zip line pass, and said this is a huge value and it would be promoted. Mr. John explained a pilot banner ad program he launched with another client. He said they are banner ads through email accounts to generate leads for Pinetop-Lakeside. He said there would be a form to fill out in their email, and said the form would go to the Chamber of Commerce. He said he would test it for Pinetop-Lakeside, and said it would not cost the Committee anything at this time. He said if it turns out to be successful money could be budgeted towards this out of the 2016/2017 budget. Discussion ensued regarding promoting Pinetop-Lakeside to the Sonoran area of Mexico. He said he would recommend a billboard in the Sonoran area of Mexico for approximately \$500.00 each month to promote the Pinetop-Lakeside area. He said it would be a fresh audience to focus on.

COMMITTEEMEMBER KRIGBAUM MOVED TO SPEND \$7,500.00 FOR OOTV, \$2,500.00 FOR OOIA AND \$500.00 FOR FACEBOOK/INSTAGRAM ADS FOR JULY 2016. COMMITTEEMEMBER BERMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 6, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING APPOINTMENT OF A VICE CHAIRMAN TO THE ADVERTISING AND PROMOTION COMMITTEE:

COMMITTEEMEMBER BERMAN NOMINATED COMMITTEEMEMBER KRIGBAUM TO APPOINT AS VICE CHAIRMAN TO THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEEMEMBER ARMIJO SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 7, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING ADVERTISING AND PROMOTION BY-LAW AMENDMENTS:

Chairman Girardi said the Advertising and Promotion by-laws were amended to include a member from the Chamber of Commerce to be official.

COMMITTEEMEMBER KRIGBAUM MOVED TO RECOMMEND FOR TOWN COUNCIL APPROVAL TO AMEND THE BY-LAWS TO MAKE THE CHAMBER OF COMMERCE AN OFFICIAL VOTING MEMBER OF THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEEMEMBER ARMIJO SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

COMMITTEEMEMBER BERMAN MOVED TO RECOMMEND FOR TOWN COUNCIL APPROVAL TO AMEND THE CONFLICT OF INTEREST BY-LAWS AS WRITTEN. COMMITTEEMEMBER ARMIJO SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 8, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING LETTER OF INTEREST FROM CECI BYRNE, FOR ADVERTISING AND PROMOTION VACANCY:

Ceci Byrne said she and her husband moved to Pinetop a year ago last January, and said her husband is a doctor at Summit Hospital. She said her husband was assigned a six month project, and said he is now in year number two of a permanent contract. She said they love it here, and said she promotes Pinetop-Lakeside all of the time to friends and family in Tucson. She said her background is in marketing, and said she likes being involved and promoting the community she lives in. She said she had an Advertising Agency in Missoula, Montana, and said when she moved to Tucson she received an MBA in Finance and currently helps people transition into assisted living.

COMMITTEEMEMBER KRIGBAUM MOVED TO RECOMMEND TO TOWN COUNCIL TO APPOINT CECI BYRNE TO THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEEMEMBER ARMIJO SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 9, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING FUNDING FOR RACK CARDS FOR THE CHAMBER OF COMMERCE:

Crystal O'Donnell said the Chamber of Commerce had run out of rack cards. She said Larry John Wright Advertising had redesigned the rack cards. She said the front side of the rack card reads "Arizona's Recreation Destination." She said 2014 was the last time rack cards were printed for the Chamber. She said High 5 Design quoted the same price as the 2014 price, and said for 10,000 rack cards it would be \$811.67. She said she did not go out for bid on the rack cards, but said she did go out to bid in 2014. After discussion it was decided Ms. O'Donnell would receive additional bids and go with the lowest bid.

COMMITTEEMEMBER KRIGBAUM MOVED TO FUND UP TO \$811.67 TO PRINT TWO SIDED RACK CARDS FOR THE CHAMBER OF COMMERCE. MS. O'DONNELL WOULD RECEIVE TWO ADDITIONAL BIDS FOR PRICING OPTIONS. COMMITTEEMEMBER ARMIJO SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 10, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING FUNDING FOR MAGNETS FOR THE HIGH MOUNTAIN HALF MARATHON:

Committeemember Dahnk said she did not have time to gather information regarding magnets for the High Mountain Half Marathon. This item would be on the July agenda.

ITEM NO. 11, DISCUSSION/INFORMATION BY THE PINETOP-LAKESIDE CHAMBER OF COMMERCE ON FESTIVALS, ACTIVITIES, STATISTICS, TRACKING AND TOURISM:

Ms. O'Donnell said the Music Festival would be held on Saturday, June 18th at PLAC&S from noon to 8:00 p.m. She said there would be four different bands playing, and said there would be twelve to fifteen different micro brews. She said they have enough volunteers. She said the Chamber job shadowed the Payson Chamber of Commerce, and said they also met with Payson's Economic Developer. She said people are registering for the Rural Policy Forum, and said packets are being mailed out to registers. She said Kimber Lanning would be in Pinetop-Lakeside on July 15, 2016, and she said she would be visiting the multiple event sites. She said the Senior Softball Tournament starts on Friday, June 17th with a ribbon cutting and the Vice Mayor would throw out the first pitch. She said the Chamber prepared 700 bags to be given out to the players, and said El Rancho would stay open until 10:00 p.m. on Friday and Saturday. She said the Chamber is receiving more vendors for fall festival, and said it was a good move to have the festival held at The Orchard.

ITEM NO. 12, DISCUSSION/INFORMATION BY THE TOWN OF PINETOP-LAKESIDE PARKS AND RECREATION DEPARTMENT:

Mr. Williams said the Arizona Old School Softball Classic at Woodland Lake Park on June 17, 18 and 19, 2016. He said they would be back in July for another tournament. He said the next movie in the park is June 18th at 7:30 p.m. at Mountain Meadow, and said the movie would be Jurassic World. He said the Route 66 White Mountain Geo Cache tour is going on, and said there are hundreds of caches in the area. He said there would

be a Grand Finale held in the fall at the Dome in Eager. He said the VFW would hold their Annual Father's Day Fishing Derby at Woodland Lake Park on Sunday, June 19th. He said Medieval Mayhem would be held at Mountain Meadow July 8th, 9th and 10th, 2016.

ITEM NO 13, DISCUSSION/INFORMATION BY THE NATURE CENTER AND TRACKS:

Committeemember Krigbaum said on Saturday, June 18th the Nature Center would hold a program on Forest Health at 10:00 a.m. and said Norris Dodd would talk about Abert Squirrels and Ponderosa Pines. She said the Audubon Film Festival would be held on Saturday, June 25th at the Nature Center, and said on Friday, June 24th there would be a dinner at El Rancho to kick-off the film festival. She said tickets are available for \$25.00 each at the Nature Center. She said at 5:30 p.m. on June 25th the author of Boots and Burgers would be at the Nature Center talking about his book and refreshments would be served. She said the Lion's Den and Moose Henry's are mentioned in his book. She said on July 1, 2016 the Nature Center is having a fundraiser dinner to raise funds for the rehabilitation facility. She said there are one hundred tickets and they are \$100.00 each, and said the Nature Center is trying to raise \$10,000.00 to build the next 1/5 of the rehabilitation facility. She said the dinner would burgers and brats, beer and beans. She said the Wild Spirit Wolf Sanctuary would be at the Nature Center on July 2, 2016 at 10:00 a.m. She said TRACKS would have a potluck breakfast meeting on July 9, 2016 at Woodland Lake Park at the large ramada at 7:30 a.m. She said on July 9th at 10:00 a.m. the Nature Center would have an event teaching how to use GPS, maps and compass.

ITEM NO. 14, DISCUSSION/INFORMATION REGARDING TOURISM ACTIVITIES ON TRIBAL LANDS:

Committeemember Bressel said the 3D event at Sunrise has expanded to an extra weekend. He said Sunrise will have fireworks on Saturday, July 2nd, depending on weather and fire restrictions, and said there will be a pay to park fee. He said the zip line is going great, and said reservations for the tour can be booked by phone or on line. He said eighty to one hundred people a day can take the full tour. He said the restaurant at the top of Eagle chair and the Burrito Barn are both open when Sunrise is open. He said Sunrise would be open seven days a week through September and then they would be open until the snow flies, but not seven days a week. He said Sunrise handed out over 40,000 brochures so far this summer.

The meeting adjourned at 10:29 a.m.

Advertising and Promotion Committee

Jill Akins, Assistant to the Town Clerk

